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Mikala Whitaker
Public Relations

[LinkedIn Profile](#)

Skills

Client Relations, Project Management, Writing, Copy Editing, Meltwater, Google Analytics, Campaign Monitor, Adobe InDesign, Illustrator, Photoshop Lightroom, Photography, Graphic Design, Spanish (Limited Working Proficiency), Microsoft Office

Awards

Ketchum Employee of the Month (Jan. 2019)
Most Outstanding Graduating Senior in PR at UNC-Chapel Hill (May 2017)

Activities

Marathon running

Experience

Ketchum, Public Sector and Government Practice, (Washington, D.C.)

Senior Account Executive, December 2019-Present

Account Executive, June 2019-November 2019

Assistant Account Executive, June 2018-May 2019

Account Coordinator, June 2017-May 2018

Summer Fellow, June 2016-August 2016

- Act as a key client contact, leading development of 100+ external fact sheets, guides, and infographics for the Centers for Medicare & Medicaid Services (CMS), synthesizing complex healthcare policy updates while managing internal teams and coordinating with CMS and other contractors.
- Develop and execute strategic communications planning efforts for CMS to target healthcare professionals and consumers/patients, coordinating with internal analytics, creative, and paid teams.
- Lead complex federal healthcare new business responses by managing teams, writing proposal sections, copy editing, and reviewing budget assumptions.
- Manage ongoing listserv message and social media development; review media monitoring updates.
- Plan and execute webinars, stakeholder meetings, and in-person events, coordinating with up to 50+ CMS staff and contractors.
- Work with internal web developers and UX experts to update 40 webpages with design and usability improvements while verifying content accuracy.
- Coordinate project management activities by delegating client work among 25-person team, overseeing reporting to ensure planned work is completed and meeting goals, maintaining monthly budget tracker, and managing client tracker with status of 100+ items.

Parris Communications, Public Relations Intern

(Kansas City, MO), May 2015-August 2015

- Wrote and pitched press releases and media kits for a full-service PR firm for clients such as QuikTrip.
- Created media lists using Cision.
- Identified 100+ people doing good in their communities and wrote them letters for a QuikTrip "Pay It Forward" Campaign.

MMI Public Relations, Intern

(Cary, NC), May 2014-July 2014

- Wrote and pitched press releases tailored to media throughout the U.S. for a full-service PR firm for clients such as Golden Corral.
- Wrote social media content, articles, and blog posts.

Education

The University of North Carolina at Chapel Hill

B.A., Media and Journalism-PR Concentration, May 2017

- Second Major in Global Studies, Minor in Hispanic Studies
- Graduated with Highest Distinction and Honors Carolina participant
- Fall 2015 semester abroad with host family in Seville, Spain
- Kappa Kappa Gamma sorority